"The Water Cure"

A verse which might give
all of us cause to reflect

Sometime when you're feeling important,
Sometime when your ego's in bloom,
Sometime when you take it for granted,
You're the best qualified in the room.

Sometime when you feel your going
Would leave an unfillable hole,
Just follow this simple instruction
And see how it humbles your soul.

Take a bucket and fill it with water.
Put your hand in—up to the wrist.
Take it out—and the hole that's remaining
Is the measure of how you'll be missed.

You can splash all you please as you enter
And can stir up the water galore
BUT STOP—and you'll find in a minute
That it looks quite the same as before.

There's a moral in this quaint example,
Just do the best that you can.
Be proud of yourself, but remember
There is no indispensable man.

RACING

No. 1 SPECTATOR SPORT
For 30th Successive Year

Attendance: 77,699,745

	1981		*Difference 1981 & 1980*
RACING			
Thoroughbreds	51,425,024	PLUS	1,340,793
Harness	26,274,721	minus	1,125,147
Totals	77,699,745	PLUS	215,646
BASEBALL			
Major Leagues, 26 Teams	26,544,376	minus	16,469,760
Minor Leagues, 17 Circuits	16,559,704	PLUS	3,987,982
World Series and Play-Offs	1,531,296	PLUS	800,011
Colleges	8,370,377	PLUS	1,541,609
Totals	53,005,753	minus	10,140,158
FOOTBALL			
Collegiate, 648 Schools	35,807,040	PLUS	266,065
National Football League, 28 Teams	13,606,990	PLUS	214,760
Post-Season Games, Colleges & Pros	1,941,447	PLUS	65,341
Totals	51,355,477	PLUS	546,166
BASKETBALL ('80-'81 Season)			
1275 Senior Colleges	30,935,117	PLUS	243,185
N.B.A., 23 Teams, Including Play-Offs	10,308,879	minus	368,612
Totals	41,243,996	minus	125,427
HOCKEY ('80-'81 Season)			
National Hockey League, 21 Teams	11,692,588	PLUS	182,266
†Minors & Colleges	7,369,134	minus	597,185
Totals	19,061,722	minus	414,919
GREYHOUND RACING	21,507,617	PLUS	676,672
†JAI-ALAI	7,417,010	PLUS	338,774
†BOXING	7,250,000	PLUS	862,705
†WRESTLING	4,680,000	PLUS	180,000
†AUTOMOBILE RACING	54,267,000	PLUS	3,228,000
†SOCCER	11,376,007	minus	16,390
†TENNIS (Open)	12,840,500	PLUS	2,978,000

†Estimated, exact figures not available. Boxing figure also includes Canada.

These are official attendance figures obtained from National and American Leagues, State Racing Commissions, U.S. Trotting Ass'n., National Association of Professional Baseball Leagues (Minor Leagues), Collegiate Baseball Magazine, National Football League, N.C.A.A. College Football Survey, National Hockey League, Intercollegiate Hockey Newsletter, National Basketball Ass'n., N.C.A.A. College Basketball Survey, Greyhound Racing Record, Ring Magazine, North American Soccer League, American Soccer League, Major Indoor Soccer League, National Association of Jai-Alai Frontons, Inc., Racing Division of the Goodyear Tire and Rubber Co. and World Tennis Magazine.

42 YEARS—THOROUGHBRED RACING'S INCREDIBLE GROWTH IN ATTENDANCE—

1940	8,500,000
1941	10,000,000
1942	10,693,837
1943	14,000,000
1944	17,914,908
1945	19,422,395
1946	24,859,505
1947	25,704,853
1948	25,257,337
1949	23,811,890
1950	24,121,223
1951	27,017,000
1952	29,177,027
1953	31,238,263
1954	31,355,798
1955	31,230,724
1956	32,104,373
1957	32,999,842
1958	32,837,691
1959	33,754,790
1960	34,795,007
1961	35,857,001
1962	37,257,070
1963	38,636,295
1964	40,827,872
1965	40,737,009
1966	40,913,694
1967	40,595,855
1968	41,517,104
1969	42,893,379
1970	44,854,675
1971	46,750,643
1972	45,590,028
1973	47,234,843
1974	48,823,814
1975	51,249,076
1976	51,242,451
1977	50,571,908
1978	50,587,804
1979	49,579,377
1980	50,084,231
1981	51,425,024

THOROUGHBRED RACING'S NATIONAL ATTENDANCE BY STATES 1981

	Racing Days	Attendance
California	612	9,897,215
New York	470	5,884,209
Illinois	506	3,987,319
Louisiana	537	3,209,719
New Jersey	279	3,181,551
Florida	373	3,094,488
Pennsylvania	543	2,977,812
Maryland	307	2,381,244
Kentucky	293	2,154,350
Massachusetts	255	1,769,360
Ohio	384	1,747,542
Washington	272	1,667,184
Nebraska	231	1,636,439
West Virginia	500	1,480,058
Arkansas	55	1,270,922
New Mexico	285	1,109,212
Michigan	196	1,066,486
Arizona	239	969,675
Oregon	132	541,585
Colorado	119	392,758
Delaware	63	358,508
Idaho	68	182,967
Montana	48	120,655
South Dakota	23	36,404
Miscellaneous, Hunt Meets, Etc.	32	307,362
Totals	6,822	51,425,024

Racing Attendance Exceeds Baseball In Eight Major Cities

NEW YORK CITY

	1981		Difference 1981 & 1980
RACING:			
Thoroughbreds	5,354,373		
Trotting	3,012,262		
Totals	8,366,635	minus	200,169
BASEBALL:			
New York Yankees	1,614,353		
New York Mets	704,244		
Totals	2,318,597	minus	1,500,893

BALTIMORE

RACING:			
Thoroughbreds	2,381,244		
Trotting	948,124		
Totals	3,329,368	PLUS	36,480
BASEBALL:			
Baltimore Orioles	1,024,247	minus	773,191

BOSTON

RACING:			
Thoroughbreds	1,769,360		
Trotting	591,560		
Totals	2,360,920	PLUS	84,079
BASEBALL:			
Boston Red Sox	1,060,379	minus	895,713

PHILADELPHIA

RACING:			
Thoroughbreds	1,574,724		
Trotting	766,996		
Totals	2,341,720	minus	43,521
BASEBALL:			
Philadelphia Phillies	1,638,752	minus	1,012,898

LOS ANGELES

	1981		Difference 1981 & 1980
RACING:			
Thoroughbreds	7,144,982		
Trotting	1,080,713		
Totals	8,225,695	PLUS	807,355
BASEBALL:			
Los Angeles Dodgers	2,381,292		
California Angels	1,441,545		
Totals	3,822,837	minus	1,723,777

CHICAGO

RACING:			
Thoroughbreds	3,187,142		
Trotting	3,049,631		
Totals	6,236,773	PLUS	101,650
BASEBALL:			
Chicago White Sox	946,651		
Chicago Cubs	565,637		
Totals	1,512,288	minus	894,853

SAN FRANCISCO

RACING:			
Thoroughbreds	2,752,233		
Trotting	315,181		
Totals	3,067,414	PLUS	54,069
BASEBALL:			
Oakland A's	1,304,052		
San Francisco Giants	632,274		
Totals	1,936,326	minus	2,048

DETROIT

RACING:			
Thoroughbreds	1,066,486		
Trotting	1,648,626		
Totals	2,715,112	minus	298,233
BASEBALL:			
Detroit Tigers	1,149,144	minus	636,149

Daily Racing Form

NATIONAL TURF DAILIES

THE MOST POWERFUL ADVERTISING MEDIUM IN THE SPORTS MARKET—REACHING 77,000,000 ADULT RACING FANS

Consists of Four Newspapers—
Edited Especially For The Booming Racing Audience
Cream of the $150-Billion Leisure Time Industry
Direct National Coverage of the Racing Market
100 Major Tracks—Coast-to-Coast

DAILY RACING FORM—COVERING EASTERN MARKET
DAILY RACING FORM—COVERING MID-WESTERN MARKET
DAILY RACING FORM—COVERING PACIFIC COAST MARKET
DAILY RACING FORM—COVERING CANADIAN MARKET

PUBLISHED BY
DAILY RACING FORM, INC.
10 LAKE DRIVE (609) 448-9100 HIGHTSTOWN, N.J. 08520
LEO WALDMAN
Advertising Manager

COMPILED MARCH 1982

NOTE TO THE READER

This is a survey of attendance at the major organized sports in the United States. It does not include attendance figures for basketball played in high school gymnasiums, softball games, school hockey, etc. The object of this survey is to pin-point for the advertiser and the agency the current spectator popularity of the major sports so that they can best spend their advertising sports dollar.

NATIONAL TURF DAILIES

Four Paper Combination — $1.95 Per Line

These Publications Can Be Purchased as a Group or Individually

Paper	Open Individual Rates	Circulation Saturdays	Mondays	Tuesdays To Fridays
EASTERN MARKET				
Daily Racing Form	.80	75,885	53,321	43,920
MID-WESTERN MARKET				
Daily Racing Form	.60	62,606	24,010	35,171
WESTERN MARKET				
Daily Racing Form	.58	44,739	*37,170	24,096
CANADIAN MARKET				
Daily Racing Form	.45	14,903	*16,841	8,722
Total		198,133	131,342	111,909

These are net paid ABC circulation figures, three months ending June 30, 1981.

***No racing Mondays. This is Sunday's circulation.**

RATES FOR NATIONAL TURF DAILIES

Open	$1.95 Per Line
5,000 lines	1.85 "
10,000 lines	1.78 "
15,000 lines	1.72 "
20,000 lines	1.66 "
25,000 lines	1.61 "
50,000 lines	1.43 "

SPECIAL CLASSIFICATION:

Race Tracks	$2.30 per line
Turf Auctions, Breeders, Turf Publications, Handicap Products, etc.	$2.95 " "

COLOR AVAILABLE IN EASTERN AND MID-WESTERN MARKETS —
Reservations 10 days in advance — subject to availability.
Minimum space 501 lines or quarter page.
Use B/W line rate, plus following applicable costs:

B/W 3 c.	B/W 2 c.	B/W 1 c.
50%	30%	20%

Printing material 7 days in advance.

ALL CLASSIFICATIONS: 20% PREMIUM CHARGE FOR B&W BACK PAGE AND FRONT PAGE OF SECOND SECTION—AND 5% ADDITIONAL FOR ONE COLOR

AUDITED PAID CIRCULATION ABC

Daily Racing Form

NATIONAL TURF DAILIES

Why Are They A Superior Advertising Medium?

★ They blanket the largest and most powerful buying sports market—77,699,745 fans—the best free-spending audience offered by any advertising medium.

★ No waste circulation—all readers are adults.

★ They are point-of-sale medium, particularly with cigarettes, cigars, beer and other alcoholic beverages, which are sold inside the tracks.

★ The only medium which can give you direct national coverage of the turf market—a market which has zoomed from a national attendance of 8,500,000 in 1940 to over 77,000,000 in 1981.

★ The most thoroughly read daily newspapers in the country. Page by page readership is assured because every page carries necessary data relative to *that day's* events in the turf world.

★ Quality editorial material and circulation: You won't find these facts in Standard Rate & Data and they are not in any of the ABC reports, but the number of times you can make a reader return to his newspaper will determine the effectiveness of your advertising.

★ The daily single copy price is $1.75—many times the cost of any other daily publication. The minimum yearly subscription price is $546.00. It is expensive to maintain an interest in racing, and therefore, each reader's spending power has to be far above average. They buy more because they have more.

★ National Turf Dailies have an ABC circulation of 198,133 (Saturdays) and a multiple readership of over 700,000—and remember, all adults. These papers are a "must" wherever racing fans congregate. They are referred to again and again by one person after another.

★ Racing's popularity is booming. In 1981 national attendance totaled 77,699,745, parı-mutuel wagering reached an all-time record high, $9,747,889,055, and purse distribution reached an all-time record high, $714,819,185. It is good business to go along with a winning combination.

★ You can run change of copy or brand in each publication, thereby overcoming distribution problems, if any, and waste circulation—all under the money-saving combination rate.

OUR 1981 ADVERTISERS INCLUDED

Alonso Studio
Alpern Real Estate
American Bankers Ins. Co. of Fla.
American Telephone & Telegraph
American Teletimer Corp.
Associations Underwriters, Inc.
Austin Realty
Brescia Pole Buildings
CCS Publishing, Inc.
Calif. Thoroughbred Breeders Ass'n.
Canadian Thoroughbred Horse Society
Carz & Company
Chazal-Blair Insurance Agency
Christie's Art Gallery
Christine Picavet's Equine Art
Coca-Cola Bottling Co.
Cohoes Manufacturing Co.
Community Transit Lines
ConAgra Inc.
Country Boy Realty
Donna Franca Tours
Dorsay Marketing
Dunphy Realtors
Equi-Aide Products
E.R. Squibb & Sons, Inc.
Fabulous Travel, Inc.
Fasig-Tipton Company
Four Seasons, Realtors
Frank Imperatore, Inc.
Franklin Page Galleries
Frost & Reed, Ltd.
GBC Press, Publishers
General Instrument Corp.
Goffs Bloodstock Agency—France
Grandstand Tours
Harry M. Stevens, Inc.
Heimann Commodities
Hiram Walker, Inc.
  Imperial
  Canadian Club
Horsemen's Pride
Hotels
  Arlington Place
  Bally's Park Place
  Caesar's Boardwalk Regency
  Condado Holiday Inn
  Golden Nugget
  Harrah's Marina
  Holiday Inn
  Lexington Marriott
  Ramada Inn
  Resorts International
  Riviera
  Sands
  Sheraton Country Inn
  Tropicana
  Union Plaza
Illinois Dept. of Agriculture
Imperial Realty Services
International Amphitheatre
International Bloodstock Agency
International Racing Bureau
Int'l. Treasury of Fine Art
J & B Scotch
John Ewing Company
John J. McCabe Agency
Keeneland Association
Kroch's & Brentano's
Lane & Young, Inc., Publishers
Louisville Mfg. Co.
Madison Square Garden
Mather & Co.
Mattel Electronics
Max E. Spann Inc., Realtors
Miami Jai-Alai
Micrographics Consolidated Services
Milk Specialties
Millwood Publications, Inc.
Nationwide Horse Carriers
Newberry Horse Health Products
New Jersey Dept. of Agriculture
N. J. Sports & Exposition Authority
Newmarket Gallery
New York Racing Association
N. Y. State Breeding Fund
Off Track Betting Corp. (NYC)
Oxmoor House, Inc., Publishers
Palermo Restaurant
Parkes-Mead Associates
Pegasos Press, Publishers
Penn National Horse Sales Co.
Pennsylvania Horse Breeders Ass'n.
Philip Morris Co.
Quality Kennels
Rhulen Insurance Agency
Sal Anthony's Restaurant
Senno Corporation
Shadowbrook Restaurant
Southern New England Telephone
Sport Chevrolet
Sportschannel
Stafford Publications, Inc.
St. John's University
Tattersalls
Texas Thoroughbred Breeders' Ass'n.
The Racing Scene Gallery
Thoroughbred Automation Controls, Inc.
Trans American Oil R & D Co., Inc.
Triad Game & Publishing Co.
Viking Press
W. F. Young, Inc., Absorbine
Wayne Travel Service
Westcliff Publications
Winner's Circle

1981 SURVEY ON SPORTS ATTENDANCE

"In the eighth, it likes 666000Z585858½½KQQQ!"

MAJOR TRACKS IN UNITED STATES AND CANADA
ALL COVERED BY NATIONAL TURF DAILIES

EAST

NEW YORK:
- Aqueduct
- Belmont Park
- Saratoga
- Finger Lakes
- Roosevelt Raceway
- Yonkers Raceway

NEW JERSEY:
- Atlantic City
- Monmouth Park
- Meadowlands

MARYLAND:
- Bowie
- Laurel
- Pimlico
- Timonium

PENNSYLVANIA:
- Keystone
- Pocono Downs
- Penn National
- Commodore Downs
- Liberty Bell

DELAWARE:
- Delaware Park

MASSACHUSETTS:
- Suffolk Downs

WEST VIRGINIA:
- Charles Town
- Waterford Park

MID-WEST

ILLINOIS:
- Arlington Park
- Hawthorne
- Sportsman's Park
- Balmoral
- Fairmount Park

MICHIGAN:
- Detroit
- Hazel Park

KENTUCKY:
- Churchill Downs
- Keeneland
- Ellis Park
- Latonia

NEBRASKA:
- Columbus
- Ak-Sar-Ben
- Fonner Park
- Lincoln
- Atokad Park

OHIO:
- Beulah Park
- River Downs
- Thistledown

ARKANSAS:
- Oaklawn Park

SOUTH DAKOTA:
- Park Jefferson

SOUTH

FLORIDA:
- Hialeah Park
- Gulfstream Park
- Tampa Bay Downs
- Calder Race Course

LOUISIANA:
- Fair Grounds
- Jefferson Downs
- Evangeline Downs
- Louisiana Downs
- Delta Downs

WEST

CALIFORNIA:
- Bay Meadows
- Del Mar
- Hollywood Park
- Santa Anita
- Golden Gate
- Los Alamitos
- Stockton
- Pomona
- Pleasanton
- Sacramento
- Santa Rosa
- Fresno
- Ferndale
- Solano

OREGON:
- Portland Meadows
- Salem
- Grants Pass Downs

ARIZONA:
- Turf Paradise
- Rillito Park
- Prescott Downs

WASHINGTON:
- Playfair
- Longacres
- Yakima Meadows
- Sun Downs

MONTANA:
- Billings
- Great Falls

COLORADO:
- Centennial

NEW MEXICO:
- Albuquerque
- La Mesa Park
- Ruidoso Downs
- Sunland Park
- Santa Fe Downs

IDAHO:
- Les Bois Park
- Coeur d'Alene

CANADA

ONTARIO:
- Greenwood
- Woodbine
- Fort Erie